

**COMBINED DECLARATION OF INVENTORSHIP
AND POWER OF ATTORNEY**

As the below named inventor, I hereby declare that:

My residence, post office address and citizenship are as stated below, next to my name.

I believe I am the original, first and sole inventor of the subject matter which is claimed and for which a United States Patent is sought on the invention entitled "AN INTERNET-BASED CONSUMER PRODUCT BRAND MARKETING COMMUNICATION SYSTEM WHICH ENABLES MANUFACTURERS, RETAILERS AND THEIR RESPECTIVE AGENTS, AND CONSUMERS TO CARRY OUT PRODUCT-RELATED FUNCTIONS ALONG THE DEMAND SIDE OF THE RETAIL CHAIN IN AN INTEGRATED MANNER", filed herewith, and for which a U.S. Letters Patent is sought.

I hereby state that I have reviewed and understand the contents of the above identified Application, including the Claims to Invention thereof.

Under 35 USC Section 120, I hereby claim priority to the earlier filing dates of the any Patent Applications listed below: 09/716,848 filed November 17, 2000; U.S. Application No. 09/695,744 filed October 24, 2000; U.S. Application No. 09/641,908, filed August 18, 2000; U.S. Application No. 09/599,690 filed June 22, 2000; U.S. Application No. 09/483,105 filed January 14, 2000; U.S. Application No. 09/465,859 filed December 17, 1999; U.S. Application No. 09/447,121 filed November 22, 1999; U.S. Application No. 09/441,973 filed November 17, 1999; U.S. Application Serial No. 09/284,197 filed April 21, 1999; International Application No. PCT/US97/19227 filed October 27, 1997, published as WO 98/19259; U.S. Application No. 08/936,375 filed September 24, 1997; U.S. Application No. 08/871,815 filed June 9, 1997; U.S. Application No. 08/854,877 filed May 12, 1997, now U.S. Letters Patent 5,950,173; U.S. Application No. 08/826,120 filed March 27, 1997; U.S. Application No. 08/752,136 filed November 19, 1996, now U.S. Letters Patent No. 6,064,979; U.S. Application No. 08/736,798 filed October 25, 1996, now U.S. Letters Patent No. 5,918,214, each said Application is commonly owned by IPF, Inc., and is incorporated herein by reference in its entirety as if fully set forth herein.

I hereby acknowledge the duty to disclose information which is material to patentability as defined in 37 CFR 1.56, including material information which became available between October 25, 1996, the filing date of the prior US Application No. 08/736,798 identified above, and November 17, 2000, the national filing date of this application.

I hereby appoint Thomas J. Perkowski, Esq., Reg. No. 33,134, of Soundview Plaza, 1266 East Main Street, Stamford, Connecticut 06902, to represent Applicant before the United States Patent and Trademark Office and to transact all business in connection with the above-referenced application, and any continuation, division and continuation-in-part applications thereof.

Combined Declaration of Inventorship
and Power of Attorney
Attorney Docket No.: 100-058USANC0

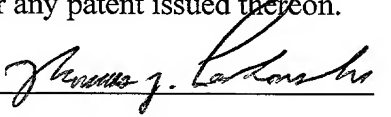
Please send all future correspondence in the above-referenced application to:

Thomas J. Perkowski, Esq.
Thomas J. Perkowski, Esq., P.C.
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1266 East Main Street
Stamford, Connecticut 06902

Please direct all telephone calls to Thomas J. Perkowski, Esq. at (203) 357-1950.

I hereby declare that all statements made herein of my own knowledge are true, and that all statements made herein on information and belief are believed to be true, and further that these statements were made with the knowledge that willful false statements and the like are punishable by fine or imprisonment, or both, under 18 U.S.C. 1001, and that willful false statements may jeopardize the validity of the application or any patent issued thereon.

First sole inventor,
Residence:
Post Office Address:
Citizenship:
Date: January 28, 2002

Thomas J. Perkowski: 
10 Waldon Road
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same as above
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